



(Combination border made up of 36-point Bell border, 24-point Holly border and 1-point rule on 6-point body.)

**Display Type (up to 36 point) Used in Today's Christmas Issue of The Washington Herald and Every Type Used in this Ad (with the single exception of the two display words "The Monotype") was Cast on**

(The above is set in 30-point Italic bold No. 961.)

# THE MONOTYPE

## TYPE AND RULE CASTER

### For Non-Distribution

(30-point bold No. 961.)

(30-point bold No. 961.)

**NON-DISTRIBUTION:** The System by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs and rules, directly from the Monotype Type and Rule Caster, so economically that recasting replaces distribution, whole forms after use being dumped.

(The above is set in 7-point No. 95—4-point rule on 6-point body.)

## THE MONOTYPE TYPE AND RULE CASTER FOR NON-DISTRIBUTION

(The above is set in Series No. 95—1-point rule on 6-point body.)

NON-DISTRIBUTION is the most important step toward efficiency in the newspaper ad room since the introduction of type setting machinery.

TO THE NEWSPAPER PUBLISHER non-distribution means increased capacity with reduced cost. It means plenty of new material to handle big editions and the spring, fall and holiday rush without the excessive cost of re-

### Ask Monotype Users—They Know

Herald,	Washington	Herald,	Boston
News,	Birmingham	News Bureau,	Boston
Examiner,	Los Angeles	Post,	Boston
Rocky Mountain News,	Denver	Courier-Citizen,	Lowell
Times,	Denver	Item,	Lynn
Times,	Hartford	Telegram,	Lynn
Every Evening,	Wilmington	Telegram,	Quincy
Post,	Washington	News,	Springfield
Star,	Washington	Union,	Springfield
Metropolis,	Jacksonville	Gazette,	Worcester
Record,	St. Augustine	Journal,	Minneapolis
Constitution,	Atlanta	Dispatch,	St. Paul
Journal,	Atlanta	News,	St. Paul
Chronicle,	Augusta	Pioneer Press,	St. Paul
Telegraph,	Macon	American,	Baltimore
Abendpost,	Chicago	Star,	Baltimore
Calumet,	Chicago	Banner News,	St. Charles
Evening American	Chicago	Post Dispatch,	St. Louis
Examiner,	Chicago	Star,	St. Louis
Illinois Staats-Zeitung,	Chicago	State Journal,	Lincoln
Journal,	Chicago	News,	Omaha
Press,	Chicago	Democrat,	Dover
Tribune,	Chicago	Observer,	Hoboken
News Index	Chicago	Journal,	Jersey City
State Journal,	Springfield	News,	Paterson
Student,	Bloomington	Times,	Trenton
World,	Bloomington	News,	Buffalo
Item,	Richmond	Standard,	Cortland
Gazette,	Lawrence	Journal,	Ithaca
Courier-Journal,	Louisville	Leader,	Kinston
Herald,	Louisville	American,	New York City
Item,	New Orleans	Atlantis,	New York City
States,	New Orleans	Globe & Com. Advertiser,	N. Y. City
Sentinel,	Waterville	Mail,	New York City
American,	Boston	Journal,	New York City
Globe,	Boston	Post,	New York City

(The above is set in 14 point bold extra condensed No. 141.)

placing worn-out type brass and spacing material. It makes possible holding standing matter and "wait order" ads without hampering the regular work. It keeps in his cash drawer the larger part of the money he now spends for ad room equipment, because he can manufacture in his own plant at less than one-fourth the cost of buying from a type foundry. It makes possible better service to his advertisers, because he always has enough material to meet their requirements.

TO THE ADVERTISER non-distribution means brand new type, rules and borders every day in the year, more attractive typography, cleaner print, distinctive type faces, a larger return on his advertising investment.

## THE WASHINGTON HERALD

WASHINGTON, D. C.

December 16, 1916.

Langston Monotype Machine Co.,  
Philadelphia, Pa.

Gentlemen:-

At this time when we are closing another business year, and the most successful in the history of The Washington HERALD, we feel it only just that we should acknowledge to you another twelve months of really remarkable service rendered by our Monotype Machines.

The Langston Monotype Machines are, without a doubt, the biggest boon to the publishing business since the advent of type setting machines years ago.

Our two Monotypes keep all our cases filled with clean out, new type and the non-distribution system that we have been able to put into effect enables us to get out in the shortest possible space of time, a daily paper of clean-out appearance in the advertising as well as the news columns. Our Monotypes have paid for themselves many times over in the savings made possible by non-distribution.

This system furnishes our skilled labor with material to their liking, fresh, clean type for each day's setting.

Our Christmas Number of Sunday, December 17th will prove a striking example of Monotype efficiency. From this entire paper with its many unusual displays, there will not be over a couple of galleys of type metal to be put back into the cases, requiring only a few hours' work by a single apprentice whereas without the Monotype the returning of this type to the cases would require in the neighborhood of six journeymen printers working for at least seven hours. These men are now used on constructive work.

Very truly yours,

*E. C. Rogers*  
Business Manager.

E. C. Rogers,  
MH.

(2-point rule border on 6-point body.)

TO THE AD COMPOSITOR non-distribution means more and better work, because it keeps him constantly supplied with the tools he uses in his work. He produces more with less effort, because he spends no time hunting for material. He does not have to tear down yesterday's job before he can start on today's job. He is freed from the drudgery of distribution and devotes all his time to creative work.

THE MONOTYPE COMPANY ORIGINATED THE NON-DISTRIBUTION SYSTEM and the equipment to make it a success. On this page are shown some of the representative daily newspapers in the United States and Canada using this equipment.

(The above body type set in 18-point series No. 98.)

### Ask Monotype Users—They Know

Herald	New York City	Post,	Houston
Sun,	New York City	Express,	San Antonio
Times,	New York City	News & Courier	Charleston
World,	New York City	State,	Columbia
Journal,	New Bern	Commercial Appeal	Memphis
Enquirer,	Cincinnati	Tribune,	Salt Lake City
Post,	Cincinnati	Argus,	Montpelier
Leader,	Cleveland	Messenger,	St. Albans
Plain Dealer,	Cleveland	Star,	Seattle
Press,	Cleveland	Advertiser,	Huntington
Dispatch,	Columbus	News,	Wheeling
Republican News,	Hamilton	Virginian Pilot	Norfolk
Journal and Star	Sandusky	Ledger-Dispatch	Norfolk
News	Springfield	Post,	Sidney, N. S.
Blade	Toledo	Herald & Telegraph,	Montreal, Que.
Echo Polskie	Toledo	Gazette,	Montreal, Que.
Express	Toledo	Financial Times,	Montreal, Que.
Oklahoman	Oklahoma City	Journal of Commerce,	Montreal, Que.
Advance Argus	Greenville	La Patrie,	Montreal, Que.
Record	Greenville	Star,	Montreal, Que.
Democrat	Johnstown	L'Action Sociale,	Quebec, Que.
Intelligencer	Lancaster	L'Evenement,	Quebec, Que.
News Journal,	Lancaster	La Soleil,	Quebec, Que.
Ameryka,	Philadelphia	Telegraph,	Quebec, Que.
Demokrat,	Philadelphia	Phoenix,	Saskatoon, Sask.
German Daily Gazette,	Philadelphia	Standard,	Saskatoon, Sask.
North American,	Philadelphia	Sentinel,	Milwaukee
Public Ledger,	Philadelphia	Bulletin,	Edmonton, Alberta
Record,	Philadelphia	News Record,	Berlin, Ont.
Chronicle-Telegraph	Pittsburgh	Republican,	Hamilton, Ont.
Gazette-Times,	Pittsburgh	Times,	Hamilton, Ont.
Press,	Pittsburgh	Advertiser,	London, Ont.
News,	Reading	Free Press,	London, Ont.
Telegram,	Reading	Sentinel Review,	Woodstock, Ont.
Enterprise,	Beaumont	Globe,	Toronto
Chronicle,	Houston	News,	Truro, N. S.

(The above is set in 14 point bold extra condensed No. 141.)

# LANSTON MONOTYPE MACHINE COMPANY

## Philadelphia